



2022 Evaluation

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Age & Opportunity

We are Age & Opportunity, the national organisation that provides a range of opportunities for older people who want to get more involved in arts and culture, sport and physical activity, civic engagement and personal development.

Our aim is to inspire people aged 50+ to live a dynamic life in which they can be more active, more visible, more creative, more confident and more connected.

One of our key priorities is to truly understand what ageing in Ireland means for people today by increasing the dialogue we have with them – conducting regular research through focus groups and workshops and by generating more opportunities for their feedback across all of our programmes.

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Preface

Bealtaine 2022 was another milestone in the history of Ireland's only festival which celebrates artistic engagement and creative possibility as we enter the second half of our lives. This year we presented our first hybrid festival (i.e. online and in-person events) and our most diverse festival yet in terms of topics and cultural representations. As we have come to expect with Bealtaine evaluations, it once more confirmed our overall success in achieving the Festival aims (very high satisfaction overall from participants and increases in their confidence, visibility, positivity and well-being). This satisfaction rate included a very high score in relation to our participants' sense of connection to other people (which still retains significance in this transitional post Covid-19 period), but also underlined our ongoing challenges (the lack of representation of people aged 75+ and the relative lack of ethnic diversity in our participants and audiences).

As with last year, national Festival organisers represented a strong cross-section of types of organisations with a relatively equal spread of national cultural institutions, arts organisations, local authorities, community organisations and a large number of care settings. Our festival partners also confirmed to us that they wouldn't organise events without the main festival apparatus that we offer, and that they shared our internal strategic aims and objectives.

As Artistic Director of Bealtaine, other notable takeaways included a large increase in the numbers of men attending (over double that of 2021) and a very high satisfaction rate from those men, which led us to consider whether this related to our more diverse programming. One event in particular, *Flikkers: Come As You Were*, attracted a very large cohort of (older) LGBTQIA+ men who, one could surmise, may feel under-represented in a broader festival context and thus be inclined to score satisfaction more highly. We also need to consider whether the increased presence of men in our visual communications was a factor in the attendance of men. Overall, however, it would be premature to feel we had met our challenge in relation to a gender balance at Bealtaine though we continue to celebrate the (very welcome) strong participation of women.

Age-wise, our key participant and audience base remained in the mid-range of 61-70 and even increased a little, as did our younger participants between 21 – 40 (the latter of which may also have been linked to *Flikkers: Come As You Were*). This increase in younger and middle range (older) people is interesting in terms of its potential to underpin intergenerational solidarity through the festival. There were also more international audiences, which is very valuable in terms of our potential to grow and increase our network.

In terms of the festival delivery model, despite there being a request for online events from our 2021 feedback, the attendance figures for online events in 2022 were extremely low (this might also have related to the nature of those events which were more discussion-based). Furthermore, there was an extremely high level of new attendees at Bealtaine, which, as above, may also relate to *Flikkers*, and is certainly a positive sign of growth.



What all this says is that while we have made huge gains over 2022 (as above, diversity-wise in particular) and can appreciate our successes, we continue to challenge ourselves to do better for our partners and audiences.

Dr. Tara Byrne

Arts Programme Manager and Bealtaine Festival Artistic Director
Age & Opportunity

Executive Summary

Background

This report is based on the body of work commissioned by Age & Opportunity in 2018 to build a framework for evaluation based on measuring stated outcomes for audiences in terms of changed behaviour/beliefs and impacts at a broader societal level.

For the first time, the 2022 Bealtaine Festival comprised of both online and in-person events. The total for registered Bealtaine Festival events was 316. This includes 75 in-house events (& 27 in-house Festival initiatives) curated by Age & Opportunity and a further 241 registered events curated by 124 organisers (including 69 nursing homes). This doesn't include Bealtaine events that took place but that were not registered.

The estimated total audience for in-house and registered events in Bealtaine 2022 is over 10,209.

There were 5,389 attendances at events curated by Age & Opportunity (including in-person attendances, online live attendances, and online video views). Many of the curated events remained available to watch online after the Festival and by mid-August there were 843 additional online views recorded.

We estimate 4,820 attendances at 241 events curated by partner organisations based on our own (conservative) aggregation of 20 persons attending each event.

This estimated number includes National Arts in Nursing Homes Day and the inaugural National Arts in Nursing Homes Day Award, which saw 69 events organized by 74 nursing homes and three events curated by the award winners.

Of the 241 events registered on the Bealtaine website, 52 took place in Dublin, 31 in Tipperary, and 20 in Laois with the latter two counties having strong programmes developed by local authorities and libraries. Other counties with relatively high registration numbers include Sligo, Waterford, and Cork.

As a hybrid festival, Bealtaine Festival presented 40 online events. Of these, four were hybrid events available to engage with online or in person. While some events were Zoom engagements, others were livestreams on platforms like YouTube, and a selection of livestreamed and recorded events continue to be available to re-watch after the festival. The online events account for over 2,400 of the overall audience numbers, though this number will increase as events remain online. It is difficult to compare this with the 2021 festival which was entirely online and had 13,958 views at 36 events. For the 2021 evaluation we did not estimate attendances at national events registered on the Bealtaine website.

The findings presented in this report represent 230 survey responses collected from both online and in person audiences and 19 survey responses collected from event organisers.

Key Findings

Bealtaine 2022 was successful in attracting new audiences nationwide with 22 counties represented by survey respondents. 69% of respondents were attending Bealtaine events for the first time and yet again, as a positive consequence of online delivery, the Festival attracted an international audience with 32 audience members responding to the survey from outside Ireland.

The stated audience outcomes for Bealtaine 2022 were the same as those of previous and traditionally delivered Festivals. Overall audience research demonstrates that the Festival achieved these stated outcomes. As in previous years, audiences reported that they feel more artistic/creative (47%), more confident (18%), more connected to other people (55%) and more likely to engage with the arts again (49%).

Furthermore, results indicate that Bealtaine 2022 contributed to the overall aims of Age & Opportunity, with audiences reporting that participating in the Festival makes them feel more visible (23%), more positive about ageing (55%) and having an increased sense of well-being/happiness (48%).

Organisers also reported a strong belief across all indicators that the events they organised achieved the aims of the Festival as well as their own strategic aims, indicating effective connection and common purpose between Age & Opportunity, event organisers and audiences.

In addition to desired outcomes for audiences, the Bealtaine Festival also has stated strategic impacts relating to older people and arts participation and organisers were surveyed on the contribution of their event to these aims.

89% of organisers believe their events provide critical opportunities for the greater participation and representation of older people in the arts. 58% believe they provide arts programmes for disadvantaged older people and 42% believe they provide opportunities and peer-to-peer supports for older professional artists.

33% believe they provide opportunities for intergenerational exchange and 16% believe they encourage debate and discourse around key cultural issues impacting on older people and other opportunities to influence national and international policy.

As in previous years we measured satisfaction levels with the Festival using the Net Promoter Score which is based on a question about recommending to a friend. The 2022 NPS of 55 is slightly lower than the 2021 NPS of 60 but still considerably higher than what evaluators considered the “hugely impressive” baseline 2018 and 2019 NPS of 48.

Those who attended Bealtaine previously were more likely to recommend the Festival event to a friend, with an NPS of 69. In a departure from previous surveys, men deliver a higher NPS of 64 with women delivering a somewhat lower NPS of 53 and those who regularly create, attend or participate in the arts (NPS=58) and those



who do not (NPS=44).

To aggregate audience numbers Age & Opportunity's Arts Programme and Communications teams used Google Analytics to track traffic to the events to ascertain how many people accessed the Festival and on which platform.

Context and Methodology

As a development organisation, Age & Opportunity has prioritised in our current strategy the high level objective of configuring our work in research frameworks to highlight our effectiveness and our relationship with public policy development.

To this end, in 2018 we commissioned an independent evaluator to build an evaluation model that would form a robust baseline framework for future ongoing evaluations.

A pragmatic approach was taken, using ‘just enough’ research to understand the positive impact where it exists and attempt to determine those aspects of the Bealtaine programme that affect audience outcomes and broader societal impact and where changes could be made for improvement. The methodology needed to be “scaleable, low cost, and do-able in very tight timelines”. Through the Covid-19 pandemic the framework was altered slightly to reflect the changed delivery model of the Festival but the basic pragmatic approach and the anticipated outcomes – changes at individual level – for audiences have remained the same.

Following a logic model approach the framework included the measurement of inputs and activities by partner organisations; outputs relating to both in-house and partner Festivals – immediate results of the resources and actions: Number of attendees at events, Number of events; outcomes – reported here as “Distance travelled” by individuals – have they changed their behaviour or beliefs: attendees satisfaction, changed behaviour or beliefs, spontaneous feedback; and impact at community level in longer term – changed behaviour at societal level, changed behaviour by stakeholders, spontaneous feedback as reported by partner organisations.

PARAMETERS FOR OUTCOMES AND IMPACTS

The outcomes or ‘distance travelled’ for Bealtaine audiences are clearly articulated as follows and were not revised in the context of online delivery in 2020 and 2021:

- Changed belief about feeling artistic / creative
- Changed belief about connection to community
- Anticipated change in behaviour regarding future attendance at artistic events
- Improved confidence

There was some revision of the additional outcomes that Age & Opportunity aim to measure across all programmes and they formed part of the survey also, as follows:

- Changed belief about feeling visible
- Changed attitude to ageing
- Increased feeling of wellbeing/happiness

As in previous years (not including 2020) the impact for audiences was estimated by organisers and forms part of this report. Organisers were also asked about the extent to which their event contributed to the strategic aims of the Bealtaine Festival:

- Greater participation and representation of older people in the arts
- Arts programmes for disadvantaged older people
- Peer-to-peer supports for older professional artists
- Intergenerational exchange
- Debate and discussion about key cultural issues impacting on older people

The table below sets the 2022 evaluation in the context of the original framework.

	Inputs	Activities	Outputs	Outcomes	Impacts
What did we measure?			Attendance levels	Changes at individual level	
How did we get this information?	Organiser Survey	Organiser Survey	Organiser Survey Web Metrics	Audience Survey and Organiser Survey	Organiser Survey
What programme?	In-house and Partnered Festival	In-house and Partnered Festival	In-house and Partnered Festival	In-house and Partnered Festival	In-house and Partnered Festival
What did we ask?	Financial Inputs	Hours Invested	# events Attendance	Satisfaction NPS 7 Outcomes Spontaneous Feedback	5 Impacts Spontaneous Feedback

RESEARCH SUBJECTS

The subjects for this research are the primary audiences for Age & Opportunity organised Bealtaine events, and some partner organised events, during May 2022. Partner organisers were also surveyed.

REACH OF THE RESEARCH

There were 230 audience survey responses and all were valid. There were 19 organiser survey responses and all were valid.

LIMITATIONS OF THE RESEARCH

This research, like the 2022 Festival itself, is somewhat curtailed in comparison to previous years. While we have been able to survey and present the audience outcomes in relation to inputs and activities as reported by partner organisers, the number of survey responses from organisations is disappointing. 19 out of 124 represents 6.5% of registered organisers. 5 responses were received from a total of 69 nursing homes participating in National Arts in Nursing Homes Day. Organisers were contacted multiple times via email with the link to the survey throughout

May. The survey was open for responses between April 28th and June 3rd. The low response could be due to the survey fatigue onset throughout the pandemic, lack of capacity, or too many emails regarding Bealtaine being sent during the festival month. While a range of different organisation types did respond to the survey making the sample representative, any conclusions are presented with the caveat of a relatively small sample size.

There were 75 events curated by Age & Opportunity. 35 were delivered in-person and 40 were delivered online or as a hybrid offering. Audience responses to the surveys related to 28 of these events and so we can consider that it is a good reflection of this part of the Festival. Responses were received by audiences who attended 11 of the 241 events registered by partners and so the audience findings presented here relate almost exclusively to the Age & Opportunity curated Festival.

In order to simplify the form we replaced the Likert scale with a yes or no option in relation to audience outcomes. While this did mean that all respondents answered all questions it means that direct comparison with previous years in relation to outcomes is difficult. However, comparison with previous years would also be compromised because the nature of delivery has changed so it is possible that it is not very useful in any case. Comparisons between the organiser estimates of audience outcomes and those reported by audiences themselves is also compromised because the Likert scale was retained for organisers. We will review these particular questions for future evaluations.

Research among the artists involved was not included in the scope of this evaluation (although there was one response to the organiser survey by an individual artist).

NOTES ON DATA COLLECTION

230 audience surveys were analysed for this research. 115 surveys were collected using Survey Monkey via a weblink which was emailed to registered attendees after events and again at the end of May. The link was also placed on the Bealtaine and Age & Opportunity website, YouTube Channel and other social media platforms. 115 surveys were collected on paper by Age & Opportunity staff and volunteers and data was entered onto Survey Monkey by staff. The survey was closed on June 3rd.

19 organiser surveys were also analysed. These surveys were all collected using Survey Monkey via a weblink which was e-mailed to organisers after events and again at the end of May. The survey was closed at the end of June.

NOTES ON SELECTED QUESTIONS

Bealtaine staff identified three parameters as potential contributors to outcomes. (These questions were entered by the administrative staff when inputting the audience's feedback. i.e., the audience was not asked to give these answers)

Q2. Audience Engagement type

This question sought to determine if the type of audience engagement contributes to successful outcomes. Data was divided into events that are:

Passive – where the audience listens or watches

Engaged – where the audience engages through Q&A, discussion, etc.

Creative – where the audience makes arts in some form, dances, draws, performs, etc.

Q 5. Net Promoter Score (NPS)

Net Promoter Score is a worldwide standard question that measures the willingness of audiences to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a product or service and a customer's loyalty to a brand. It uses a Likert scale of 0 – 10.

- 'Detractors' gave a score lower or equal to 6. They, with all likelihood, won't attend events again, could potentially damage the Festival's reputation through negative word of mouth.
- 'Passives' gave a score of 7 or 8. They are somewhat satisfied and probably wouldn't spread any negative word-of-mouth, but are not enthusiastic enough about the event to actually promote it.
- 'Promoters' answered 9 or 10. They love the event / Festival. They will be the repeat attendees and are the enthusiastic promoters who will recommend the Festival to other potential attendees.

The Net Promoter Score (NPS) is determined by subtracting the percentage of customers who are detractors from the percentage who are promoters. What is generated is a score between -100 and 100 called the Net Promoter Score. At one end of the spectrum, if when surveyed, all of the customers gave a score lower or equal to 6, this would lead to a NPS of -100. On the other end of the spectrum, if all of the customers were answering the question with a 9 or 10, then the total Net Promoter Score would be 100. Net Promoter Score is difficult to "score well" on. In one study of commercial entities the median NPS was 16.¹

¹ Reichfield, Fred (2003): 'The One Number You Need to Grow', Harvard Business Review, December 2003

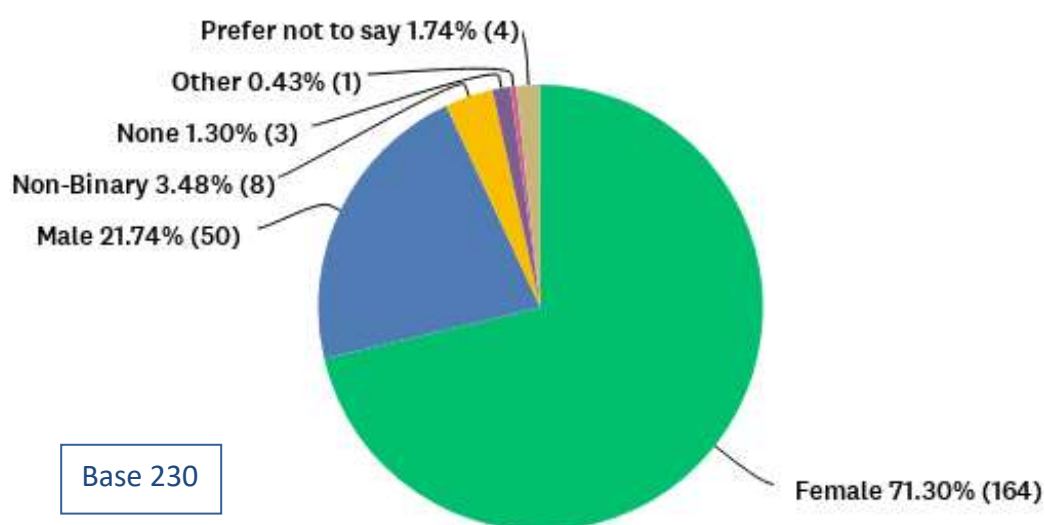
Findings

The self-completion survey was shared with online audiences by means of an invitation following delivery of most events and follow-up e-mail invitations to those who had registered for events and supplied an e-mail address. Hard copy surveys were distributed by Age & Opportunity staff and volunteers at in-person events. The ratio of hard copy to online surveys was 50:50. Participants could opt out of questions if they wished, however very few of the 230 audience respondents and none of the 19 organiser respondents skipped any questions so there is little variance in sample size. Nevertheless, base sizes are shown per question.

CHARACTERISTICS OF THE AUDIENCE

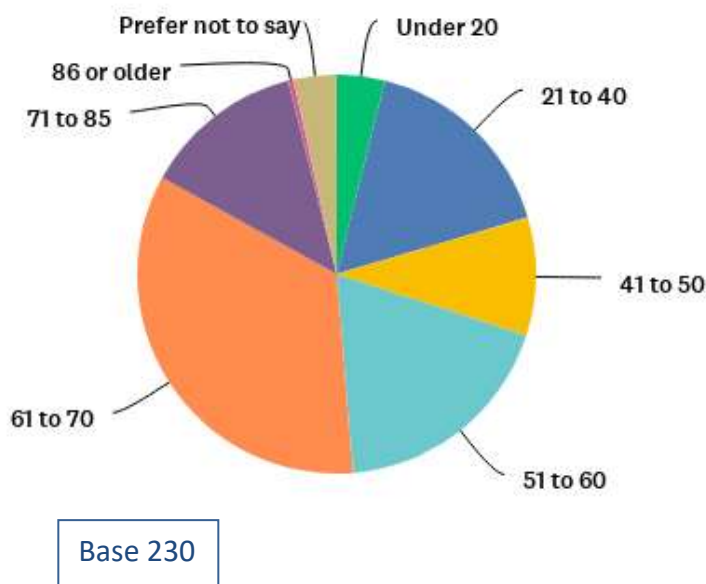
Respondents were asked to provide some information about themselves if they wished to do so.

Figure 1: Gender



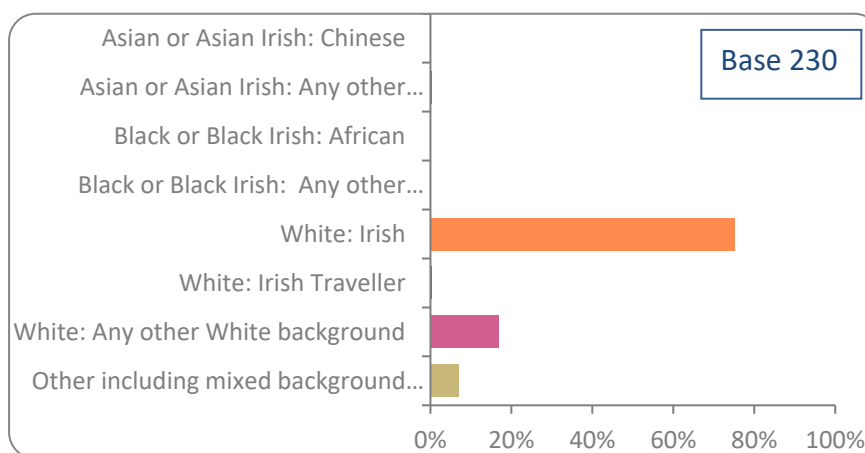
This year's results reflect the traditional majority female audience for the Bealtaine Festival. However, the male audience of almost 22% is double that of 2021 (10%) and breaks the pattern of a slight decrease in the male audience each year since 2018 when it was 24%. It is possible that the choice of artists and themes – with more male artists than in previous years and observable higher participation from men at a number of LGBTQIA+ events – was an influence. It may also be the case that men are more inclined to attend in-person than online events.

Figure 2: Age



70% of the 2022 respondents were over 50, the target audience for Bealtaine. This is the same as in 2021 and reflects the profile of previous festivals. There was only one respondent over 86 also reflecting audience profile in previous years. As observed in previous reports, this indicates that any physical or transport barriers experienced by those over 86 in relation to live events have not been mitigated by the options for digital participation.

Figure 3: Ethnic or Cultural Background



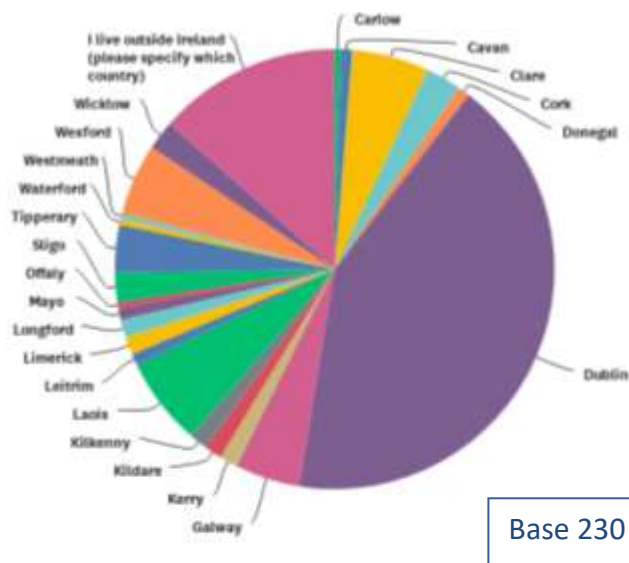
As in 2021, 75% of audience respondents identify as white Irish with a further 17% from another white background. There was 1 respondent from a white

Irish traveller background and 1 respondent from Asian background.

Those who chose 'Other' included Native Cherokee/British, Asian Latin, American and mixed European backgrounds.

This is the second time we asked this question and responses broadly reflect those of 2021. The categories are those used in the Irish census. As before there is little difference when we take out the 31 international responses.

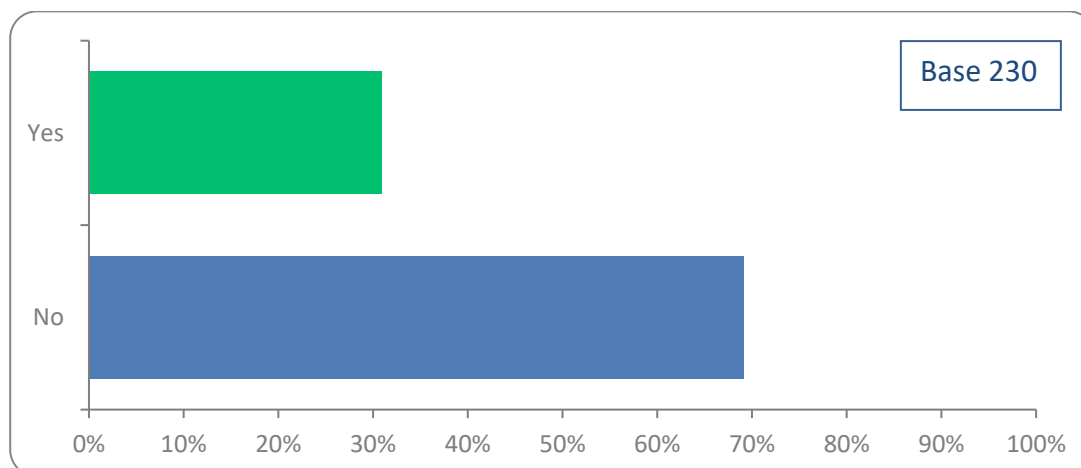
Figure 4: Geographical Location - Audiences



Audiences from 22 counties responded to the 2022 survey. There were no audience responses from Counties Louth, Meath, Monaghan or Roscommon and the highest level of responses was from Dublin. There were 31 responses from outside Ireland – specifically 12 from the UK including those who specified England, Scotland and Northern

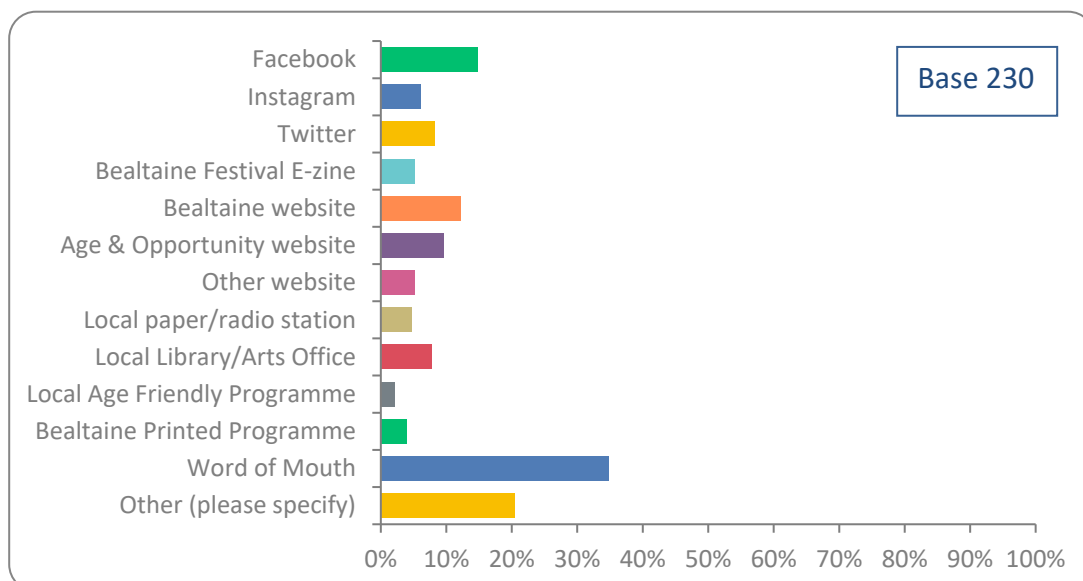
Ireland, 12 from the USA, and 1 each from Cyprus, Germany, Phillipines, South Africa, Spain, Sweden and Switzerland. This compares to 21 international respondents in 2021 and 13 in 2020.

Figure 5: Previous Attendance



230 respondents answered a question about attending Bealtaine Festival events in previous years? 69% of those who answered this question reported attending Bealtaine events for the first time. This compares to 52% of respondents who attended online Bealtaine Festival events in 2021 for the first time and is the highest number of first-time attendees recorded since 2018.

Figure 6: Where did you hear about this event?

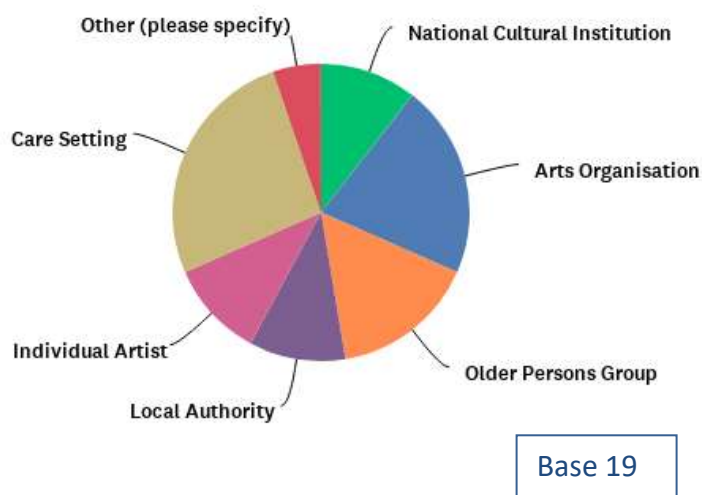


Word of mouth (35%) was the main source of information about the Festival in 2021. This represents an increase on last year's 24% and likely reflects resumed social interaction bringing word of mouth back as the strongest deliverer of audiences (although not back to the peak of 44% in 2018). Respondents using the Age & Opportunity website to find out about Bealtaine decreased from 17% to 10% and there was also a decrease in use of the Bealtaine website from 16% to 12%. While both websites account for 22% of audience delivery, social media accounts for 29% with 15% of respondents viewing information about events on Facebook, 6% on Instagram and 8% on Twitter. 5% received information through the Bealtaine e-zine. Of the 20% indicating that they heard elsewhere most received an e-mail or newsletter from another arts organisation or group. It is notable that the printed programme was not a significant source of information for audiences.

Including 5% finding out about Bealtaine on other websites, overall online activity accounts for 61% of audience delivery with the remainder reporting that they received information from their local library, newspaper, arts organisation or directly from the event organiser. This compares with 75% of audience delivery by online activity in 2021 but possibly reflects more opportunities for face-to-face interactions as Covid-19 restrictions diminish.

CHARACTERISTICS OF THE ORGANISERS

Figure 7: What kind of organisation are you



19 organisations responded to the 2022 survey. This represents 6.5% of registered organisers. Six could be characterised as arts focused and there were two responses from individual artists. Five responses came from care settings and the 'other' category represents an adult education and development association. For the first year there

were no responses directly from libraries although the local authority response reported on events organised in libraries. Three quarters of the organisers who responded stated that they organised other events focused on older people. Events described included workshops, talks and performances across different art forms.

Figure 8: Geographical Location – Organisers

Nine of the organiser respondents are based in Dublin with seven counties represented altogether. 13 had organised Bealtaine events previously and almost all of these organisers cited this as the way they had heard about the Festival. One organiser cited word of mouth and one the Bealtaine printed programme. Two cited the Bealtaine and Age & Opportunity websites and two the Bealtaine E-zine. General media and social media were not a factor for organisers with none hearing about the Festival on Facebook, Twitter, Instagram, radio or newspaper.

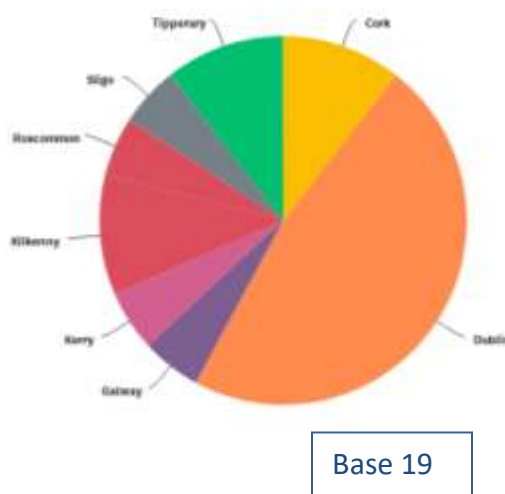
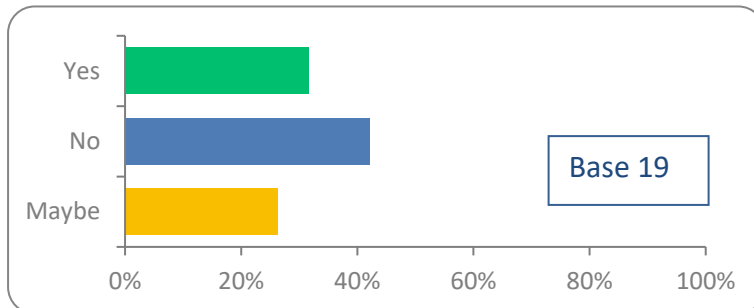


Figure 9: If the Bealtaine Festival was not organised would you have run this event anyway?



Six organisers responded that they would have run their event even if the Bealtaine Festival was not organised. This included arts organisations, care settings, local

authorities and an individual artist. Of the five who answered maybe, three were care settings.

Audience Satisfaction

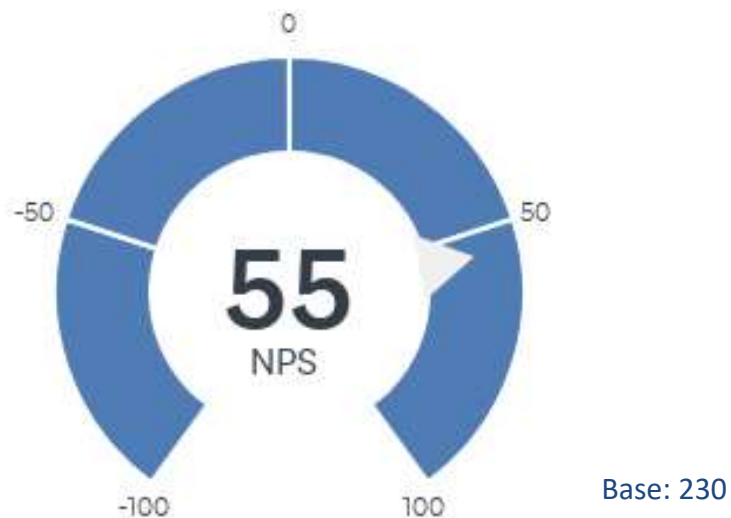
NET PROMOTER SCORE

As an overall measure of satisfaction with the events the Net Promoter Score was used. A “good” NPS is highly dependent on the sector and little work has been done in the arts or in Festival sectors for this scoring mechanism. However, rather than focusing on the score itself, what is of more interest is the relative score among the various events in the portfolio.

Nevertheless, a contextual side note shows that recent consumer research showed that the Irish travel and leisure sector scored 5 on this scale (Amarach Consulting 2015).

Among international brands achieving any score above 40 is considered exceptional.

Figure 10: Overall Net Promoter Score



The overall Net Promoter Score of 55 is extremely high and indicates that audiences were very satisfied with the online Festival. The NPS for the online Festivals in 2021 and 2020 were 60 and 54 respectively. The NPS for the traditionally delivered Festival in both 2018 and 2019 was 48.

In order to try to understand better what parameters influenced the high NPS, it was cross referenced as follows.

NPS x Repeat attendees

There was a notable difference between new audiences (NPS=49) and those who had previously attended Bealtaine events (NPS=69).

NPS x Age & Gender

There is virtually no difference between audiences over 50 (NPS=55) – who are the primary target audience for the Festival – and those under 50 delivered (NPS=57). In a departure from previous surveys, men deliver a higher NPS of 64 with women delivering a somewhat lower NPS of 53.

NPS x Regular creating, attending or participating in the arts

There was a slight difference between those who regularly create, attend or participate in the arts (NPS=58) and those who do not (NPS=44).

NPS x Type of Event

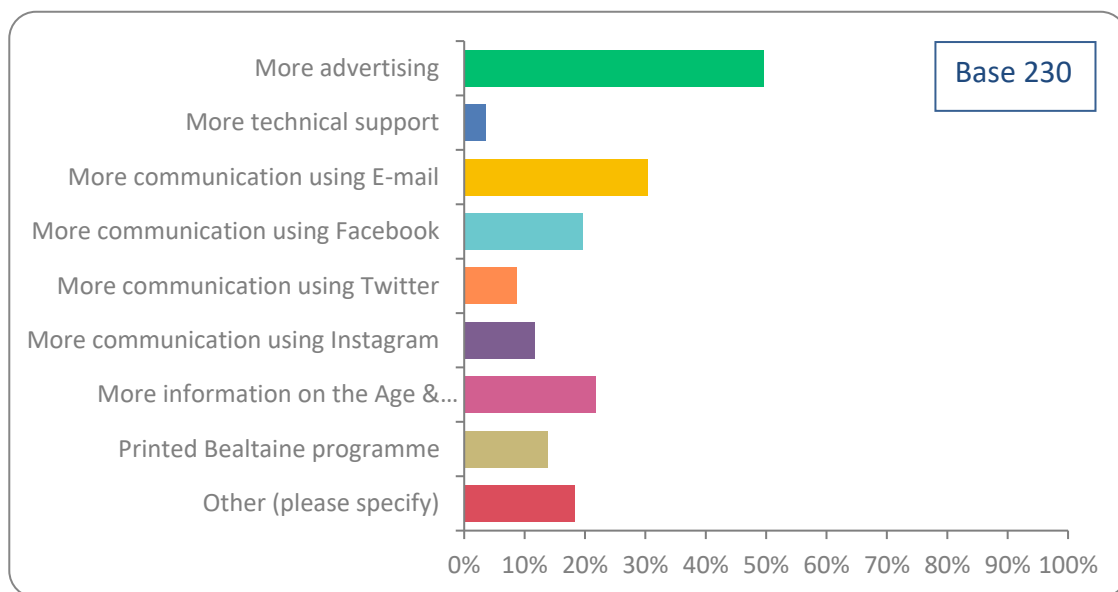
Those who attended an event where they were actively creating art delivered the highest NPS of 67 in comparison to those who were engaged (NPS=48) or passive (NPS=55).

It is interesting to note overall that when asked which type of event would interest people in future festivals, there was more interest in listening and watching than participating or creating.

COMMUNICATION

Almost half of all respondents recommended more advertising and just under one third recommended more communication using email. More information on websites was on a par with Facebook with other social media a little less popular. There wasn't a great demand for increased technical support which could suggest that Bealtaine audiences are becoming more comfortable with technology. However, it could also suggest that only those who are IT literate are engaging with the online festival.

Figure 11: What could Age & Opportunity do to make it easier for you to find out about or access future online events?



Selected Audience Comments

"It's an important and significant festival with a mix of arts, participative activities, intellectual discussion and fun!"

"Every year I thoroughly enjoy Bealtaine events. They are so varied, interesting and enjoyable."

"Really great atmosphere and mix of music. Especially loved the older crowd so I felt like it was both intended for my age group, and also inclusive of the younger crowd so it didn't feel ageist at all. Loved it and I want to come to more events like this!"

"Great festival that gets better and better with every year."

"I always watch out for the Bealtaine programme. I love experiencing new things and kept many of them post-Bealtaine festival. Can't understand why it's not always crowded!"

"The event I attended was very engaging, informative, and inspirational with a wide spectrum of speakers reflecting diverse approaches from the purely academic to the personal narrative. Was sheer pleasure to attend."

"I really enjoyed the three sessions with Ger Wolfe, his singing and guitar playing, his knowledge, but most of all his kindness. He is extraordinary, one in a million."

"Excellent workshops by Claire Halpin, I would have loved more of them, felt very part of the group and has improved my confidence. Thank you so much."

"It's great that Bealtaine always have a queer element/space/events, it makes me feel seen, relevant and visible and makes aging as a queer man seem something that can be done in a positive way as still part of the community."

"I found the event very moving, inspiring and entertaining. The performers were amazing and it was wonderful to be able to attend as I have only recently started going out again."

"The event Restorying Ageing: Older Women and Life Writing as a 4-hour spellbinding delight. Thought provoking, enriching, stories of lives lived and living. Thank you for such an enriching afternoon."

Outcomes for Audiences

There were 75 Bealtaine Festival events curated by Age & Opportunity in 2021. Survey responses were returned in relation to 28 of these events. Other survey responses related to 11 events curated by partner organisations.

Figure 12: What Bealtaine event did you attend/view/listen to?

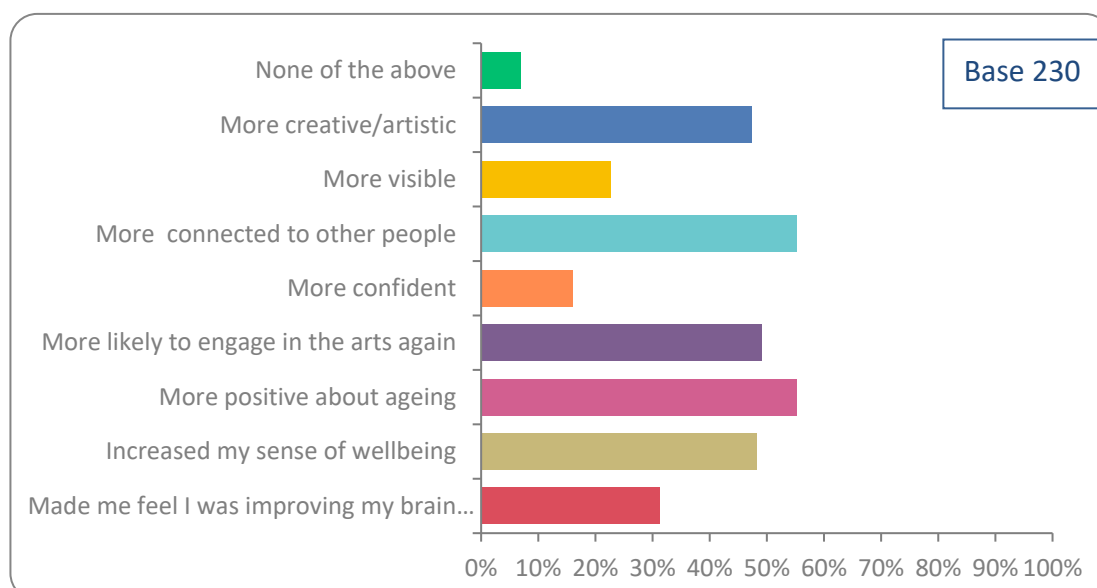
'Stories around the Fire' Sligo Childrens Community Garden	1
<i>80's Music</i>	1
Active Retirement Group: music,dance and monologues	1
<i>Age and opportunity arts initiative</i>	1
<i>age and opportunity result of workshop</i>	1
An Evening with Colm Mac Con Iomaire and Guests	9
Ballads and Beyond	2
Bealtaine Writers Group	1
Book club interview with Peter Cunningham and Sue Leonard	4
Discussion Series: Nomadic Perspectives on Home: Voices from Nomadic Communities	3
Discussion Series: The Cultures of Ageing: Demographics of Understanding Ageing	3
Discussion Series: This Is My Beautiful House: Culture, Dignity & Future Models of Home Care	1
Eanna Ni Lamhna - Wildlife Walk and Talk	2
Festival in a Van	1
Flikkers: Queer Spaces, Queer Utopias	6
Flikkers: Subversive signs	1
Flikkers: The Flashback Ball	5
Flikkers: The Flashback Ball Warm Up: Tea Dance & DJ Set	19
Focus on four Literary Readings	1
In Conversation with Commissioned Artists Shaun Dunne and Jessica Kennedy	1
Jigsaw – Mixed Media Collage Workshop – Claire Halpin	5
Livestock: Land workings	4
Love Song	11
Maura Gilligan's book readings	1
Mike Hanrahan Event	5
No Love Lost	3
Older women and life writing	2
Perspectives on Digital Access	3
Poetry reading/ecoboat Dromineer	1
Restorying Ageing: Older Women and Life Writing	44
Roots & Shoots: Chester Beatty Botanical Treasures with Yanny Peters	7
Roots & Shoots: Writing your Story with Pauline Clooney	1

Silkscreen printing	3
Standing on shoulder of giants	14
Tell me this now by Louise White at Dunamais Arts Centre	13
Thirty-two Words for Field	2
Tosú Arís	3
Vintage Youth - Still Here	8
Where do all the old gays go? film screening	20
Writing 1922	15

We asked audiences why they had chosen the event they responded about. They could tick more than one response. 25% reported that they particularly liked this artist and 29% that they particularly liked this artform. 23% attended because they particularly like Bealtaine Festival arts events and 13% because they particularly liked the arts organisation involved. 19% also wanted to try something new or different, 8% came because it was free and 18% came to be sociable with a friend or family member. As in previous years, there were many other reasons for choosing particular events; related to the person themselves, they were performing or reflecting their own lived experiences; a family member was involved; they were interested in, working in or researching the subject matter or they wanted to try a particular artform.

The chart below shows the outcomes reported by the audiences across all events. These outcomes are changes in behaviour or beliefs and so represent a distance travelled by each individual who has engaged with Bealtaine. Respondents were asked if they agreed that Bealtaine had made them feel more creative, visible, connected etc.

Figure 13: Distance Travelled 2022 – all respondents

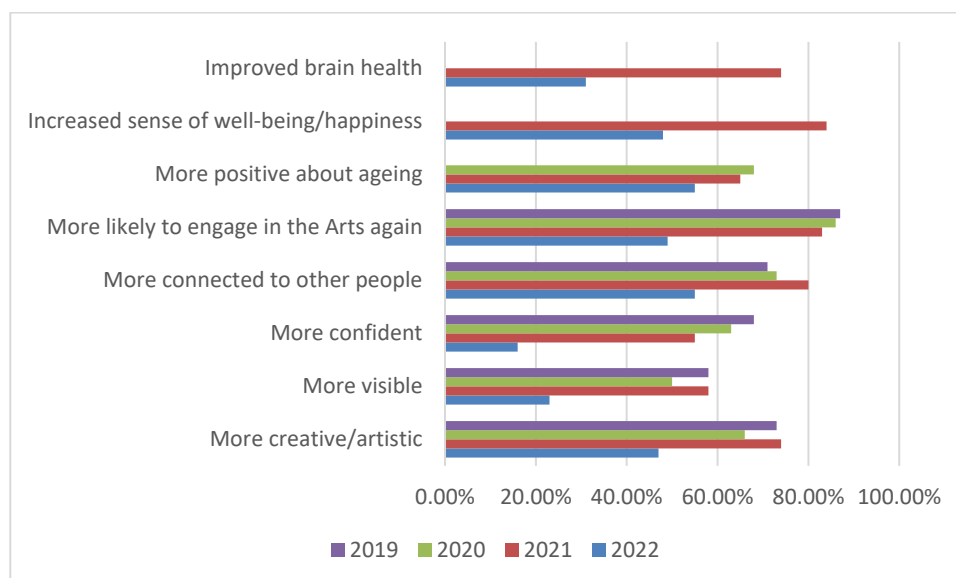


It was pointed out in previous evaluations that this measurement is crude as it asks audiences immediately after an event for their opinion and does not take into account the challenging nature of some events which may not have an immediate impact but may nevertheless change how one feels. However, as in recent years, due to the online nature of some of the data collection, there may have been a slight lag in responses allowing for greater reflection after events.

It is evident that the desired outcomes were achieved for just under or just over half of respondents across most of the indicators with less people reporting that they felt more confident or more visible. Just 16 out of 230 respondents did not report any gains. Overall this very positive response indicates that the Bealtaine Festival in 2022, despite continuing limitations imposed by Covid-19, achieved its stated outcomes in relation to the changes in behaviour and beliefs – or distance travelled – by its audiences.

Comparison with previous years is difficult because we changed the way we asked the question to simplify the evaluation form. Instead of a Likert scale we offered a yes or no option. As seen in Figure 14, this has resulted in a lower answer for all indicators but the consistency of the lower responses suggests that they are related to the way the question is asked.

Figure 14: Distance Travelled 2019 - 2022

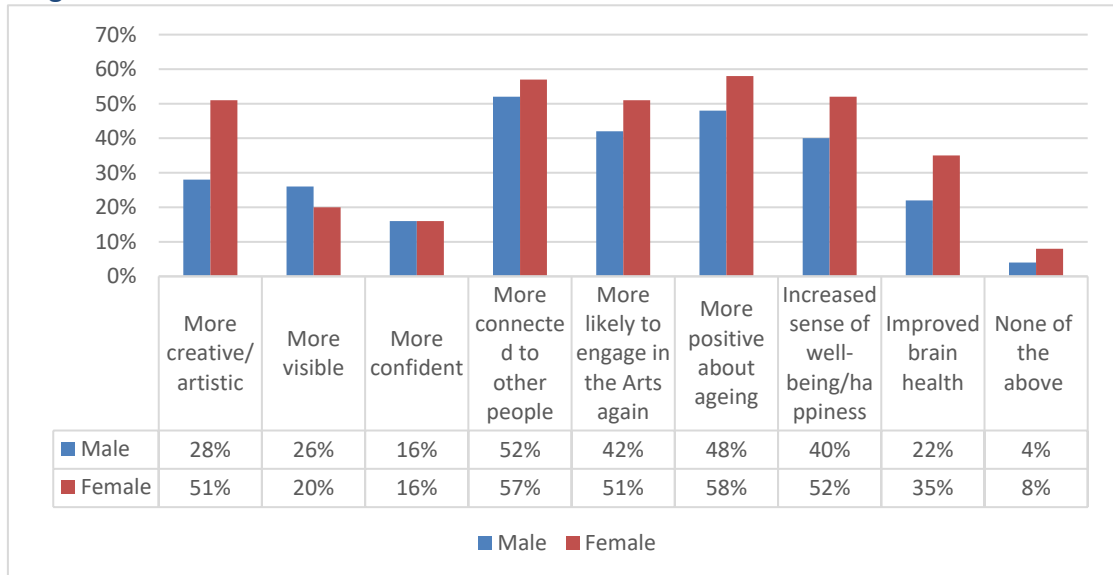


The overall result from 2022 can be analysed in more detail and cross referenced with information about audiences, events and

event type.

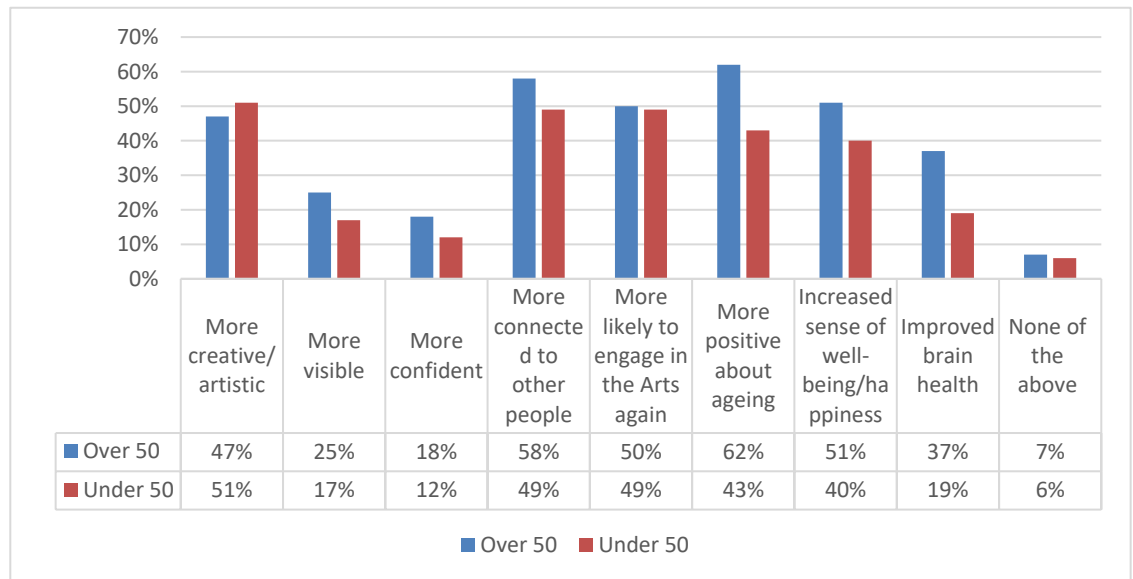
OUTCOMES RELATED TO AUDIENCE CHARACTERISTICS

Figure 15: Distance Travelled x Gender



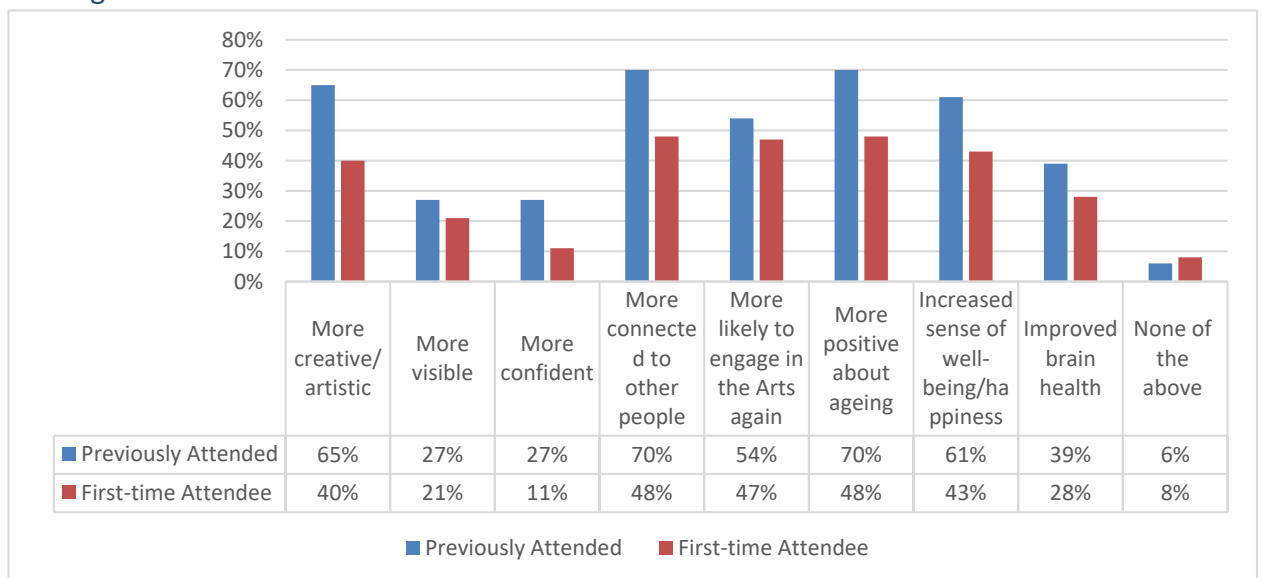
Women reported a greater distance travelled than men in all areas except feeling more visible and there was no difference between genders in relation to feeling more confident. The greatest difference relates to feeling more creative/artistic with almost twice as many women reporting a change than men. When we also take into account that women represent four-fifths of all respondents, these findings suggest that Bealtaine 2022 was more effective at achieving its stated outcomes for women than for men. It should be noted, however, that the 2022 Festival attracted more men than in previous years so overall there was also an increase in these outcomes for male audiences.

Figure 16: Distance Travelled x Age



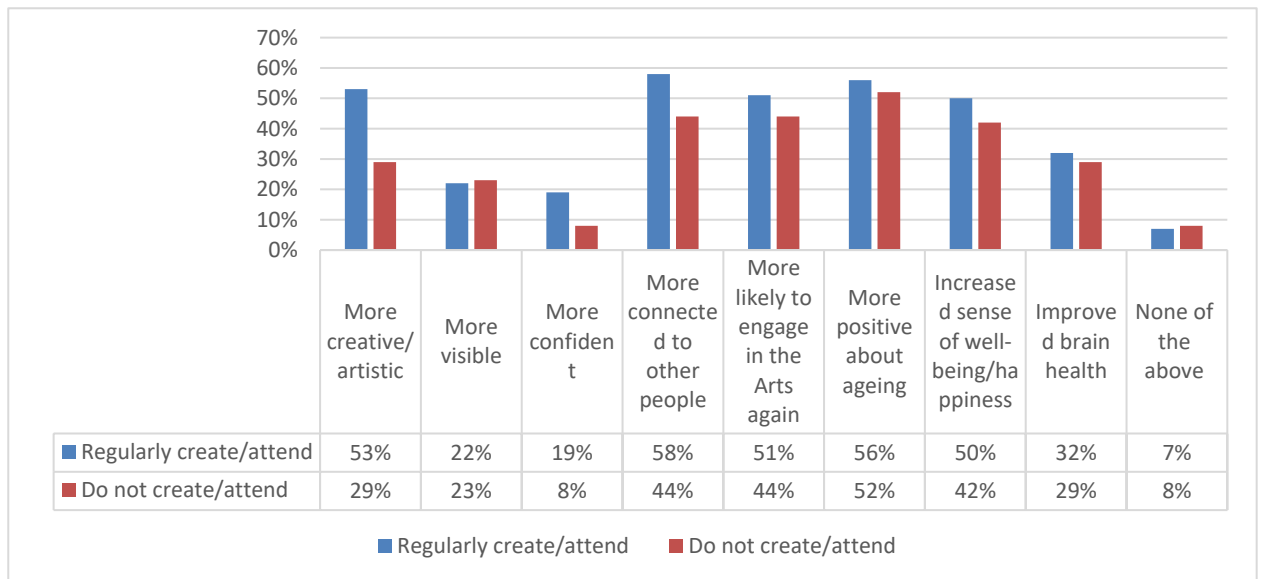
While the Bealtaine Festival attracts audiences of all ages each year, the primary target audience is over 50 years of age. Older people reported a greater distance travelled in all but one category; that of feeling more creative/artistic. The biggest difference between ages was in relation to feeling more positive about ageing. As 70% of respondents were over 50, these findings indicate that Bealtaine is achieving its stated objectives for its target audiences and beyond.

Figure 17: Distance Travelled x Attendance in Previous Years



71 respondents attended Bealtaine Festival events in previous years and report greater distances travelled across all indicators.

Figure 18: Distance Travelled x Regularly create, attend or participate in the Arts

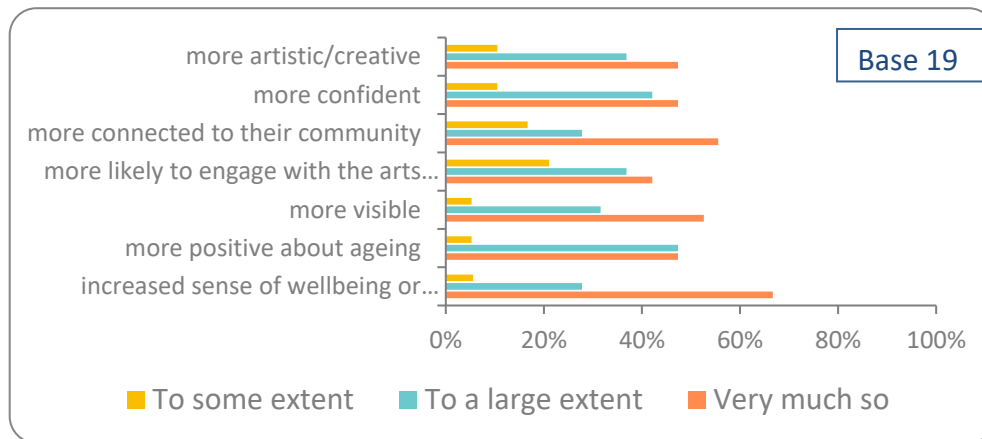


Those who regularly create, attend or participate in the arts reported that Bealtaine made them feel more creative/artistic. They also reported a greater distance travelled in all other indicators apart from feeling more visible.

OUTCOMES REPORTED BY ORGANISERS

11 respondents held one event during the Festival. Four held two or three events and the remainder more than four events. For the purposes of the evaluation organisers were asked to choose one event and report on that. They were asked for an assessment of that particular event's contribution towards outcomes.

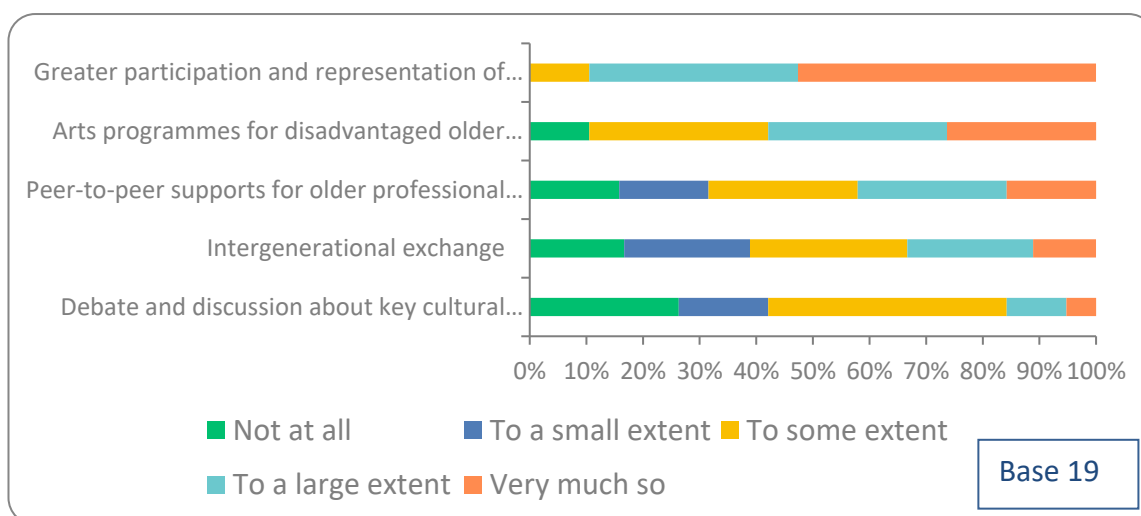
Figure 19: Outcomes reported by Organisers



Organisers were overall very confident about achieving outcomes for their audiences across all indicators. One organiser commented: "After the event audience members took time to speak with and thank organisers of the event. They expressed a lot of things listed above, a sense of wellbeing, great to be back engaging with the arts, connecting with the community etc." Another observed: "In our case the creative works were made by residents, and viewed by their visitors, so the benefits were felt by both, but for different reasons."

It is impressive that audience outcomes were achieved to this extent when most of the events reported on did not cost very much. 12 of the 19 organisers reported spending less than €500 on their entire programme of Bealtaine events and 10 made in-kind contributions of less than €500. The largest programme of events was €20,000. While this was an outlier the respondent reported that audiences were 'very much so' for all indicators which suggests a greater return for this larger investment.

Figure 20: Impacts Assessed by Organisers



In addition to desired outcomes for audiences, the Bealtaine Festival also has stated strategic impacts relating to older people and arts participation. Organisers were asked for an assessment of their programme of events and its ability to deliver on the desired impacts. Findings below refer to those who responded 4 or 5 on a Likert scale of 5, i.e. 4 to a large extent, 5 Very much so. The figures in brackets indicate 2021 responses for comparison.

89% (74%) of organisers believe their events provide critical opportunities for the greater participation and representation of older people in the arts. 58% (48%) believe they provide arts programmes for disadvantaged older people. 42% (43%) believe they provide opportunities and peer-to-peer supports for older professional artists. 33% (48%) believe they provide opportunities for intergenerational exchange and 16% (39%) believe they encourage debate and discourse around key cultural issues impacting on older people and other opportunities to influence national and international policy.

It is interesting to note that despite the fact that less than €500 was spent by organisers on their events, they still report high levels of achieving these strategic aims. Furthermore 100% of organisers reported that Bealtaine helped them to achieve their own strategic aims. There is evidence also that engagement with the Festival raises awareness of issues relating to older people and the arts. One organiser commented that they themselves could add more discussion into supporting older professional artists and inter-generational exchanges and also speak more about cultural issues impacting older people.

The 19 organisers reported that there were 50 paid professional

artists involved in their events. One respondent reported that 26 artists had contributed to their festival events and another 11. However 10 reported that no paid professional artists were involved and the remainder were between one and three. All age groups were represented by artists, even that of 86+ which is under-represented in audience responses.

There is a strong sharing of Peer to Peer support at this event. The audience was a mix of ages, as were the artists involved. The key artist involved was of older age.

Online Participation

Where possible Age & Opportunity measured participation and invited feedback in person and on paper at the in-house Festival. However, it should be noted that any survey responses generated following partner or online activities would have been completed by those who are comfortable with digital technology and might therefore be more positive about the accessibility and desirability of online events. At the time of the survey administration, Covid-19 restrictions were at their most relaxed since the onset of the pandemic.

40% of all respondents reported that they had attended an online event. 75% of online attendees stated that the online aspect of the event was a key factor for their attendance. Taking the international respondents out does not significantly alter this with two thirds of online attendees based in Ireland still reporting that it was a key factor.

Conscious that online participation may be a less immersive experience we asked audiences if they had stayed until the end of the event. 75% reported that they had stayed until the end and of the 25% who left early, most cited another commitment as the reason they had to leave early. Just one person reported technical difficulties. Two people reported losing interest during the event and one person stated that they were getting tired of online events.

Conclusions

The Bealtaine Festival in 2022, despite the challenges of hybrid delivery, was very well received by audiences and achieved its stated outcomes in relation to the changes in behaviour and beliefs – or distance travelled – by its audiences.

There was a significant intergenerational element to this year's Festival with 30% of respondents under 50. The largest cohort was between 61 to 70 and there was only one respondent over 86. There was a significant increase in the male audience – from 10% in 2021 to 22% in 2022 and in this third year including some online delivery Bealtaine appears to have grown its international audience with 31 responses to the survey from outside Ireland. Organisers reported that 50 paid professional artists across all age groups contributed to the Festival.

Overall, the Festival was more effective at achieving its stated outcomes for women than for men and for those over 50 – the principal target audience – than those under 50. Older people reported a greater distance travelled in all but one category; that of feeling more creative/artistic. The biggest difference between ages was in relation to feeling more positive about ageing. As 70% of respondents were over 50, these findings indicate that Bealtaine is achieving its stated objectives for its target audiences and beyond.

Almost two thirds of respondents chose events because they liked the artist, the artform or the organisation while only a fifth wanted to try something new.

While the response rate from organisers was representative of the curated festival, the relatively small sample size (19) should be noted when conclusions are being considered. The responses received however do indicate that outcomes for audiences and societal impacts were delivered strongly by all types of organisations and events indicating that the relationship between Bealtaine and its organisers continues to be robust.

Organisers and audiences were positive about the prospect of attending or organising future events online and there was only one response indicating that greater technical support was needed. While this finding must be considered in the context of a large online response where respondents are obviously digitally literate and comfortable, it is evident that, even post Covid-19, this form of delivery is very acceptable, and indeed desirable, for many older people.

Recommendations

The Bealtaine Festival has been evaluated using this framework every year for the past five years and each year, notwithstanding adaptations during the pandemic, has been shown to strongly deliver all of its stated outcomes for audiences, strategic aims of partner organisations and desired societal impacts. At the same time Age & Opportunity have not yet evaluated outcomes for artists. A pragmatic approach would suggest that the organisation could focus on artists in 2023 and thereafter evaluate one cohort – audiences, organisations, artists – each year. This three year cycle could result in greater engagement from each cohort and more useful findings overall.

While acknowledging that the respondents to the survey may be those who are comfortable with using digital technology to access the arts, the very positive outlook about future online events from both audiences and organisers indicates that Age & Opportunity should continue to offer online Arts events in addition to and alongside the traditional Bealtaine Festival.

Age & Opportunity should continue to highlight the need for increased access to digital technology and more and varied opportunities to increase digital literacy for all older people but particularly those over 86 years of age who did not access the online Festival at all. Furthermore, and notwithstanding the 2022 increases, it may be worthwhile to explore how online arts events can be made more attractive and accessible for men and those aged 86+.

Age & Opportunity should explore how more organisers could use paid professional artists as part of their Festival events. They should also consult with artists in advance of future Bealtaine Festivals to identify desirable impacts and outcomes for artists who take part so that these can be evaluated.

Age & Opportunity should consider the purpose of and return on investment in the printed Bealtaine Festival programme.

The attraction of the Festival for international audiences and the perceived value by organisations of the extended reach highlights the benefits of keeping the Festival networked and relevant in international contexts.

Appendix 1: Audience Survey Questions

1. Why did you come to this event? Tick any reasons that apply to you.

- | | |
|---|--|
| ☐ I particularly like this artist | ☐ I came to be sociable with a friend/family member |
| ☐ I particularly like this artform | ☐ I chose it because it was free |
| ☐ I particularly like this arts organisation | ☐ I wanted to try something new or different |
| ☐ I particularly like Bealtaine Festival arts events | |

Other Reason (please specify) _____

2. How did you hear about Bealtaine Festival?

- | | |
|--|--|
| ☐ Facebook | ☐ Local paper/radio station |
| ☐ Instagram | ☐ Local Library/Local Arts Office |
| ☐ Twitter | ☐ Local Age Friendly Programme |
| ☐ Bealtaine Festival E-zine | ☐ Word of Mouth |
| ☐ Bealtaine website | ☐ Bealtaine Printed Programme |
| ☐ Age & Opportunity website | ☐ Other (please specify) |
| ☐ Other website | |

3. Did you attend Bealtaine Festival events in previous years?

- | | |
|------------------------------|-----------------------------|
| ☐ Yes | ☐ No |
|------------------------------|-----------------------------|

4. Do you regularly create, attend or participate in the arts?

- | | |
|------------------------------|-----------------------------|
| ☐ Yes | ☐ No |
|------------------------------|-----------------------------|

5. On a scale of 1-10 (10 being most likely), how likely is it that you would recommend Bealtaine Festival to a friend or colleague?

6. Please tick any boxes that you agree with.

Bealtaine Festival made me feel the following:

- | | |
|--|---|
| ☐ More creative/artistic | ☐ More positive about ageing |
| ☐ More visible | ☐ Increased my sense of wellbeing |
| ☐ More connected to other people | ☐ Made me feel I was improving my brain health |
| ☐ More confident | |
| ☐ More likely to engage in the arts again | |

7. If this event was online, was the online aspect of the event a key factor for your attendance?

- | | |
|------------------------------|-----------------------------|
| ☐ Yes | ☐ No |
|------------------------------|-----------------------------|

8. If this event was online, did you stay until the end of the event?

- | | |
|------------------------------|-----------------------------|
| ☐ Yes | ☐ No |
|------------------------------|-----------------------------|

9. If not, can you tell us why?

- ☐ I lost interest
- ☐ I had technical difficulties
- ☐ I was interrupted or distracted (doorbell/phone/household task)
- ☐ I decided to finish it later
- ☐ Other (please specify)

10. If you had a choice for Bealtaine 2023, what would be an ideal mix of in-person and online events for you?

- ☐ 70% in person & 30% online
- ☐ 60% in person and 40% online
- ☐ 50% in person and 50% online

11. What could Age & Opportunity do to make it easier for you to find out about or access future in person or online events?

- ☐ More advertising
- ☐ More technical support
- ☐ More communication using E-mail
- ☐ More communication using Facebook
- ☐ More communication using Twitter
- ☐ More communication using Instagram
- ☐ More information on the Age & Opportunity/Bealtaine websites
- ☐ Other (please specify)

12. Please tick which event type interests you the most for Bealtaine Festival 2023?

- ☐ Listening or watching events
- ☐ Events where you can actively participate e.g. asking questions at a discussion event.
- ☐ Events where you actively create art e.g. workshops (singing, dancing, making etc.)

We are trying to make Bealtaine Festival as inclusive and accessible as possible and knowing who is coming (and not coming) to our events helps, so before you go it would be very useful if you would answer these questions about yourself.

12. What is your age?

- ☐ Under 20
- ☐ 21 to 40
- ☐ 41 to 50
- ☐ 51 to 60
- ☐ 61 to 70
- ☐ 71 to 85
- ☐ 86 or older
- ☐ Prefer not to say

13. Which of the following do you identify as?

- ☐ Female
- ☐ Male
- ☐ Non-Binary
- ☐ Trans Male
- ☐ Trans Female
- ☐ None
- ☐ Other
- ☐ Prefer not to say

14. What is your ethnic or cultural background? (Please choose only one.)

- ☐ Asian or Asian Irish: Chinese
- ☐ Asian or Asian Irish: Any other Asian background
- ☐ Black or Black Irish: African
- ☐ Black or Black Irish: Any other Black background
- ☐ White: Irish
- ☐ White: Irish Traveller
- ☐ White: Any other White background
- ☐ Other including mixed background (please add in description)

15. In which county do you live?

- | | | |
|------------------------------------|-----------------------------------|------------------------------------|
| ☐ Antrim | ☐ Galway | ☐ Monaghan |
| ☐ Armagh | ☐ Kerry | ☐ Offaly |
| ☐ Carlow | ☐ Kildare | ☐ Roscommon |
| ☐ Cavan | ☐ Kilkenny | ☐ Sligo |
| ☐ Clare | ☐ Laois | ☐ Tipperary |
| ☐ Cork | ☐ Leitrim | ☐ Tyrone |
| ☐ Derry | ☐ Limerick | ☐ Waterford |
| ☐ Donegal | ☐ Longford | ☐ Westmeath |
| ☐ Down | ☐ Louth | ☐ Wexford |
| ☐ Dublin | ☐ Mayo | ☐ Wicklow |
| ☐ Fermanagh | ☐ Meath | |

16. In which country do you live? _____

17. We would love to know what you think so please let us know any additional comments (both positive &/negative) about the festival or the event you attended below:

Appendix 2: Organiser Survey Questions

1. Your Name

2. Contact Email

3. Organisation Name

4. What kind of organisation are you?

- | | |
|--|---|
| ☐ National Cultural Institution | ☐ Local Authority |
| ☐ Arts Organisation | ☐ Individual Artist |
| ☐ Local Arts Group | ☐ Care Setting |
| ☐ Library | ☐ Other (please specify) |
| ☐ Older Persons Group | |

5. County

6. How long has your organisation been involved in Bealtaine events?

- ☐ Participated previously
- ☐ New this year

7. How did you hear about the Bealtaine Festival?

- | | |
|--|--|
| ☐ Participated in a previous year | ☐ Bealtaine/Age & Opportunity Facebook |
| ☐ Word of mouth | ☐ Bealtaine/Age & Opportunity Twitter |
| ☐ Radio | ☐ Bealtaine/Age & Opportunity Instagram |
| ☐ Bealtaine Printed Programme | ☐ Other (please specify) |
| ☐ Newspaper advertising | |
| ☐ Bealtaine/Age & Opportunity Website | |
| ☐ Bealtaine E-zine | |

For this section of the survey please focus on one particular event of your choice which represents your work in general and about which you are comfortable answering these questions.

8. Which of your events are you choosing?

9. Was it online or in person?

10. Again about the same event please describe the event type

- ☐ Once off (audience member attends once)
- ☐ Series of events (same audience attends multiple events in a series of workshops or classes)

11. Again about the same event, please tick which best describes the type of audience participation Listening or watching events

- ☐ Listening or watching events
- ☐ Events where you can actively participate e.g. asking questions at a discussion event.
- ☐ Events where you actively create art e.g. workshops (singing, dancing, making etc.)

12. For the future, what is the anticipated ratio of in-person and online events for your organisation?

- ☐ 70% in person & 30% online
- ☐ 60% in person & 40% online
- ☐ 50% in person & 50% online

13. The following are aims that Bealtaine events seek to achieve for the audience members. Please tick below the extent to which you think this selected event helps achieve these aims for your attendees.

Not at all / To a small extent / To some extent / To a large extent / Very much so

- ☐ Coming to this event makes our audience feel more artistic/creative
- ☐ Coming to this event makes our audience feel more confident
- ☐ Coming to this event makes our audience feel more connected to their community
- ☐ Coming to this event makes our audience feel more likely to engage with the arts again
- ☐ Coming to this event makes our audience feel more visible
- ☐ Coming to this event makes our audience feel more positive about ageing
- ☐ Coming to this event increases our audience's sense of wellbeing or happiness

Please elaborate on specifically how this is achieved or if there are ways in which your event might be tailored to better achieve these objectives for the audience

14. The following are strategic aims of the Bealtaine Festival. Please tick below the extent to which you think your selected event contributed towards these aims

Not at all / To a small extent / To some extent / To a large extent / Very much so

- ☐ Greater participation and representation of older people in the arts
- ☐ Peer-to-peer supports for older professional artists
- ☐ Intergenerational exchange
- ☐ Debate and discussion about key cultural issues impacting on older people

Please elaborate on the specific ways in which your events already do or might better contribute to these aims

15. For the rest of the survey, please reflect the total programme of events you ran this year. How many Bealtaine Festival events did you run this year?

- ☐ One
- ☐ Two
- ☐ Three
- ☐ Four
- ☐ If five or more please specify

16. Please check below the resources you found most effective for your event.

- ☐ General social media
- ☐ Bealtaine website registration
- ☐ Bealtaine Guide for Online Events
- ☐ Age & Opportunity Toolkit for Arts & Creativity in Care Settings
- ☐ Bealtaine Social Media Guidelines
- ☐ Bealtaine Dawn Chorus Guide
- ☐ Bealtaine Design & Print Guidelines
- ☐ Bealtaine Marketing & PR Guidelines
- ☐ Bealtaine Event Ideas & Guidelines

17. How could Age & Opportunity/Bealtaine Festival support your continued participation in the Festival?

- | | |
|---|--|
| ☐ Information about arts funding | ☐ Inspiration and ideas |
| ☐ Publicity Materials | ☐ Examples of successful events |
| ☐ Promotion/PR support | ☐ Other (please specify or comment) |
| ☐ Networking with other organisers | |

18. Approximately how much did you spend on your entire programme of Bealtaine Festival event(s)?

19. What was the value in euro of the in-kind contributions that you used for your entire programme of Bealtaine Festival events? (eg. staff/volunteer time/venue hire/equipment hire)

20. How many professional artists (paid) are involved in your events?

21. What is the age range of the artist(s) involved? Please indicate age groups and percentages where appropriate

- | | |
|--|---|
| ☐ 20 – 40 years | ☐ 61 – 70 years |
| ☐ 41 – 50 years | ☐ 71 – 85 years |
| ☐ 51 – 60 years | ☐ 86 years or over |

22. Do you run arts/cultural events outside of the Bealtaine Festival that focus on older people or include older artists? Please include description as appropriate.

- ☐ Yes
☐ No

Description

23. If the Bealtaine Festival was not organised would you have run this event anyway?

- ☐ Yes
☐ No
☐ Maybe

Our next Bealtaine event will be The Gathering in the Autumn where we will inspire, review and plan for 2023.

24. Have you ever attended The Gathering before?

- ☐ Yes
☐ No
☐ Wasn't aware of it

24. We hope you can join us and would like to know what would be most useful for you? Please rank in order.

- ☐ Case studies of interesting arts events/inspiration for new events
☐ Networking with other attendees
☐ Information on organising arts events in a post Covid-19 Ireland
☐ Giving feedback
☐ Information on public relations and marketing
☐ Other (please specify)

Please add any final comments about your experience as a Bealtaine event organiser below

Appendix 3: Audience Numbers

Event Name	Attendances	Views	Notes
Mad, Bad and Dangerous Episode 1		111	
Mad, Bad and Dangerous Episode 2		71	
Mad, Bad and Dangerous Episode 3		51	
Mad, Bad and Dangerous Episode 4		137	
Ballad of a Care Centre (11am-4pm daily)	200		Estimate
Dawn Chorus	50		
Roots & Shoots: Creative Conversations	11		
Ballads & Beyond 1	3		
Bealtaine Voices with Mike Hanrahan- Clare	350		
Bealtaine@IMMA Online - Armchair Azure	15		Estimate
Beginners Writing Workshop with Mary O'Donnell	11		
Emerging Writing Workshop with Catherine Dunne	11		
Roots & Shoots: Writing Your Story with Pauline Clooney	15		Estimate
Bealtaine@IMMA - Exploring the Green Cube at IMMA, Biodiversity Walking Tour	15		Estimate
Jigsaw – Mixed Media Collage Workshop 1	9		
Roots & Shoots: Feltmaking Workshops with artist Maria McGarry	15		Estimate
DISCUSSION SERIES: Nomadic Perspectives on Home: Voices from Nomadic Communities	20	101	
An Evening with Colm Mac Con Iomaire and Guests	60		
Tell Me This Now by Louise White at Dunamais Arts Centre	35		
Ballad of a Care Centre Launch	15		
LOVE SONG Part I Seán Millar	192		
WEEK 2			
Anima Fatima		153	
Ballads & Beyond 2	3		
Beginners Writing Workshop with Mary O'Donnell	11		
Emerging Writing Workshop with Catherine Dunne	11		
Roots & Shoots: Writing Your Story with Pauline Clooney	15		Estimate
Roots & Shoots: Kilkenny Biodiversity in Silhouette with Paul Bokslag	15		Estimate
Roots & Shoots: Chester Beatty Botanical Treasures with Yanny Peters	15		Estimate
Jigsaw – Mixed Media Collage Workshop 2	12		
Bealtaine@IMMA Talking Art Online	15		Estimate
Flikkers: Subversive Signs	51	Did not receive	
Roots & Shoots: Feltmaking Workshops with artist Maria McGarry	15		Estimate

DISCUSSION SERIES: This is my Beautiful House: Culture, Dignity and Future Models of Home Care	20	94	
Flikkers: Fabulous Flikkers (launch)	50		
Flikkers: Fabulous Flikkers (exhibition)	456		
Flikkers: Queer Spaces, Queer Utopias	50	Did not receive	
Roots & Shoots: Fresh Insights from the Field	27		
No Love Lost	17		
Roots & Shoots: Build Your Own Horizon	15		Estimate
Writing 1922	20		
Land Workings: From the land and to return there	28		
WEEK 3			
Ballads & Beyond 3	3		
Mad, Bad & Dangerous Season 2 Episode 1		235	
Bealtaine@IMMA - Azure, Dementia Inclusive Tour	15		Estimate
Beginners Writing Workshop with Mary O'Donnell	11		
Emerging Writing Workshop with Catherine Dunne	11		
Mad, Bad & Dangerous Season 2 Episode 2		200	
Roots & Shoots: Writing Your Story with Pauline Clooney	15		Estimate
Bealtaine@IMMA - Exploring the Green Cube at IMMA, Biodiversity Walking Tour	15		Estimate
Mad, Bad & Dangerous- Online Discussion	217	291	
Jigsaw – Mixed Media Collage Workshop 3	8		
Roots & Shoots: Bennie Reilly artist in conversation with University of the Third Age	22		
DISCUSSION SERIES: The Cultures of Ageing: Demographics of Understanding Ageing	18	73	
Perspectives On Digital Access	22		
Flikkers: The Flashback Ball Warm Up: Tea Dance, DJ Set & Record Sale	36		
Flikkers: The Flashback Ball	86		
WEEK 4			
Thirty-Two Words for Field: Manchán Magan in conversation with Marian Richardson	7	139	
Beginners Writing Workshop with Mary O'Donnell	11		
Emerging Writing Workshop with Catherine Dunne	11		
Restorying Ageing Webinar	126	281	
Roots & Shoots: Writing Your Story with Pauline Clooney	15		Estimate
"Where do all the old gays go?" Experiences of the Older LGBTQIA+ Community in Ireland	102		
Standing on the Shoulders of Giants: Colm Tóibín with Pádraig Regan	71	Included in attendances	
Bealtaine@IMMA - Talking Art	15		Estimate
Bealtaine Writers' Group	11	43	

Bealtaine Book Club Interview with Peter Cunningham and Sue Leonard	21	62	
In Conversation with Commissioned Artists Shaun Dunne & Jessica Kennedy	18		
Fingal Arts, Bealtaine Festival Tyrone Guthrie Artist Talks	7	171	
Dusk Chorus	30	23	
Bealtaine@IMMA Online as part of Roots & Shoots - Armchair Azure	15		Estimate
Bealtaine Hero - Gráinne O'Carroll	9		
Bealtaine Hero - Suzanne Buttimer	30		
NANHD - Kiltipper	100		
NANHD - Dealgan	182		
NANHD - Esker	20		



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